

What is claimed is:

1. A method of providing secure access to a service on a web server comprising:
  - (a) providing a first user access to a label service on the web server;
  - (b) allowing said first user to determine, using the label service, a label relating to the service on the web server;
  - (c) providing the label to said first user;
  - (d) upon said first user transmitting the label to a second user via a messaging system, automatically storing on the web server information based on a public key of the second user and the label;
  - (e) authenticating the second user with respect to the public key of the second user;and
  - (f) providing the second user access to the service if step (e) produces a positive result.
2. The method of claim 1 wherein the label comprises a URL for identifying the service.
3. The method of claim 1 wherein the messaging system comprises an electronic mail system.
4. The method of claim 1 wherein the messaging system comprises an instant messaging system.
5. A system for providing secure access to a service on a web server comprising:  
the web server that maintains a label service; that allows a first user to determine, using the label service, a label relating to the service; and that provides the label to the first user; and

a messaging system that, upon the first user transmitting the label to a second user via the messaging system, automatically stores on the web server information based on a public key of the second user and the label;

wherein, the second user is authenticated with respect to the public key of the second user; and the second user is provided access to the service if the authentication produces a positive result.